

## **CU Rewards® Privacy Notice**

We value your trust and we want you to know how we collect and use your personal information. This notice describes our privacy policy.

### **Automatically Collected Information**

Some information is automatically received and sometimes collected from you when you access our web site. We receive and collect the Internet protocol (IP) address of the computer you are using and the date and time you access our site. We use this information to monitor the usage of our site. All of the information we automatically capture provides us with the ability to enhance your browsing experience in our website. We do not partner with or have special relationships with any ad server companies. We collect personally identifiable data, such as names, addresses, email addresses and telephone contact information to facilitate program registration, award fulfillment, and Program Site access. In addition, we may collect program performance data and information on the Rewards you have earned as requested by the Sponsor of your program.

### **What Do We Do with Your Information?**

We collect personal information to allow you to participate in programs, to track program performance, to notify you of results, and to email you with updates. We may also respond to your questions or comments, register you for certain program specific features, and/or to send out brochures and earnings statements.

### **Cookies**

We use cookies to enhance your browsing experience. We use session cookies, which are held in your browser's memory and only exist as long as your browser remains open. We do not use persistent cookies (small files written to your computer's hard drive). We use these cookies to keep track of your preferences while browsing our site. Most people do not know that cookies are being placed on their computers when they visit websites because browsers are typically set to accept cookies. You can choose to have your browser warn you every time a cookie is being sent to you or you can turn off cookie placement.

### **Personal Customer Information**

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorized way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We maintain annual compliance with global Payment Card Industry Data Security Standard (PCI DSS) adopted by the payment card brands for all companies that process, store or transmit cardholder data.

**This Website May Link to Other Websites**

We may also link to third-party websites, mobile applications, and other content. We are not responsible for the privacy practices of any third party, and this privacy notice does not apply to such third party's websites, mobile applications, or other content. We do not guarantee, approve, or endorse any information, material, services, or products contained on or available through any linked third-party website, mobile application, or other content. We are not responsible for any content on third-party properties to which we link. We provide links to third-party properties or content as a convenience, and visiting or using linked third-party properties or content is at your own risk.

**Communications**

If we have your email in our system, you will receive emails from us. These emails detail changes to your account or orders, or information about your program.

**Questions Regarding Our Privacy Policy or Change Requests**

We have practices in place to keep your personal information accurate, complete, and up to date for the purposes for which it is used. You always have the right to access and correct the personal information you have provided. If you would like us to access, update, change, or suppress information we have about you (subject to any applicable legal exceptions and client requests), or have questions about our privacy policy, please contact your Financial Institution.

**Changes to This Policy**

If we plan to use your personal information differently from the way we said we would at the time we collected it, we will post an updated Privacy Policy. If you notify us that you do not want us to use your information for that particular purpose, we will not do so.